

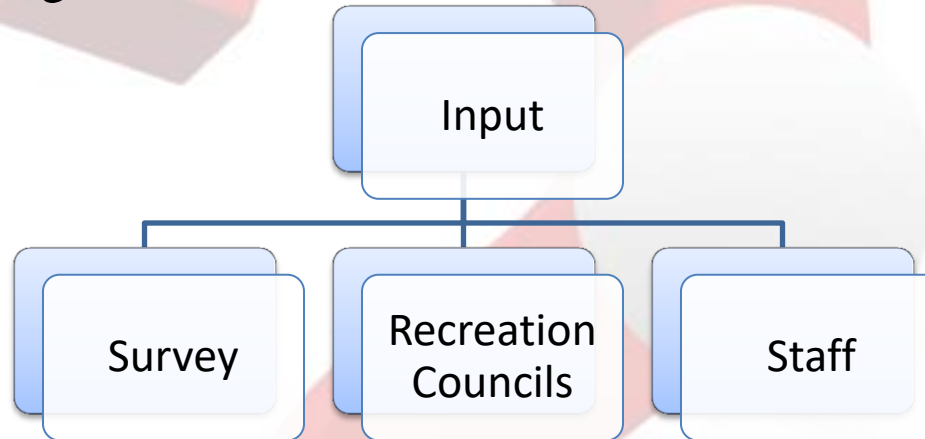
A faded background image of a park scene. In the foreground, a paved path curves through a grassy area. A man in a dark jacket and blue jeans is walking towards the left, and a woman in a light-colored top and dark pants is walking towards the right. In the background, there are trees with green and yellow leaves, suggesting an autumn setting. A stroller is visible on the left side of the path.

# **2019 Needs Assessment Survey Results**



## Why:

- Every five years to monitor trends and changing demands
- Identify target areas for expanded programming efforts
- Capital Budget Process



## How:

- Two surveys
  - Random survey sent to 1% of county households with goal of 20% return rate (taxpayer)
  - Public survey advertised on web site, Facebook page, email blast, through rec. councils, etc.(regular customer/user survey)
  - Example of different responders:
    - Public survey 65% used youth sports in past year; Random 28%

# Capital Budget & Facility Related Issues:

➤ Areas of existing parks used most

## Public Survey

Walking trail

Athletic Field

Playground

Wildlife Viewing

Picnic Pavilion

## Random Survey

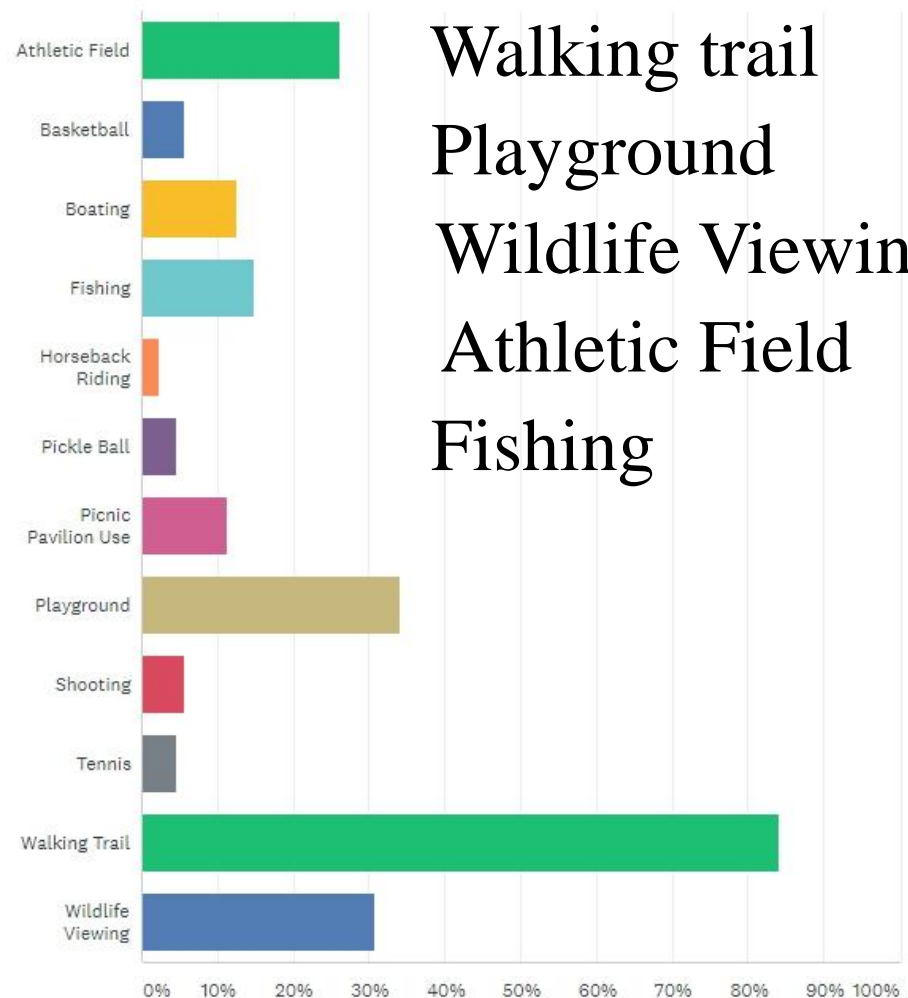
Walking trail

Playground

Wildlife Viewing

Athletic Field

Fishing



# **Most important criteria for using park**

Well maintained  
Feel safe  
Convenient location

## **Most visited park**

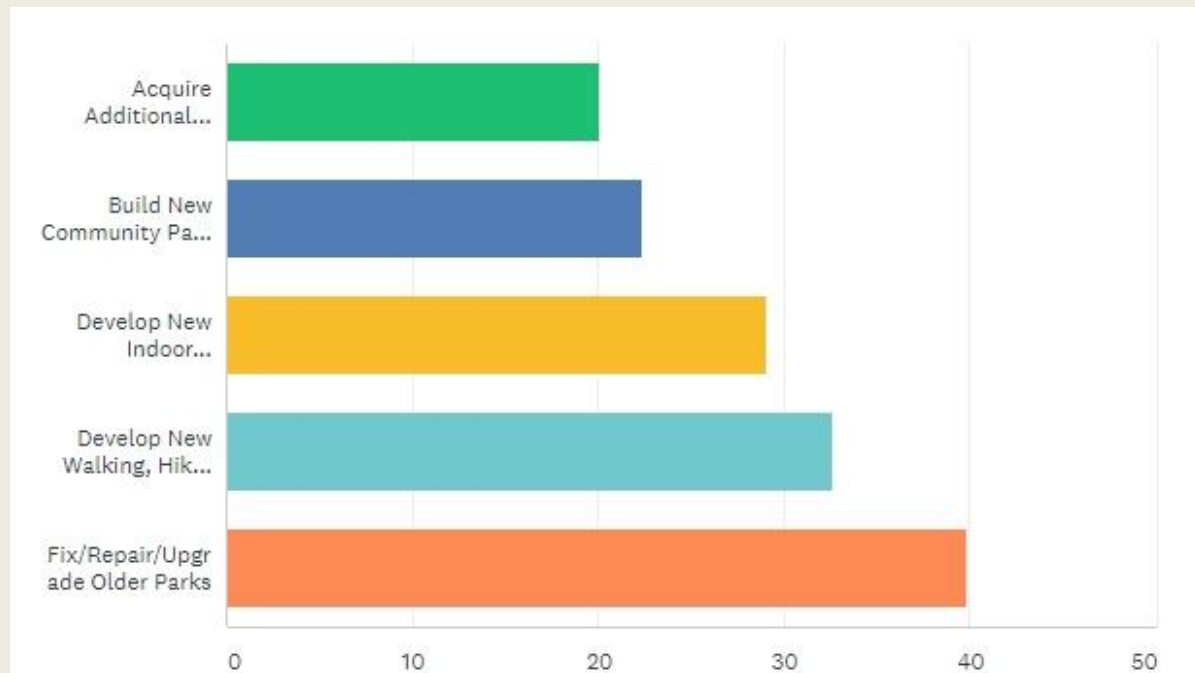
Westminster Community Pond

## **Things that prevented people from using parks**

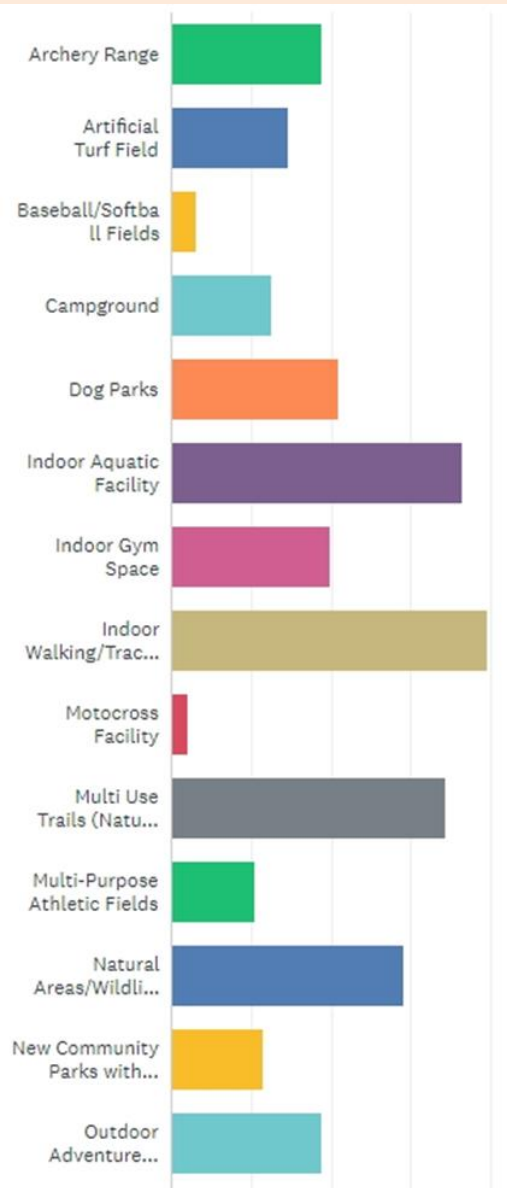
Don't know locations  
Too far from residence  
Not enough time

## **Top priorities for every \$100**

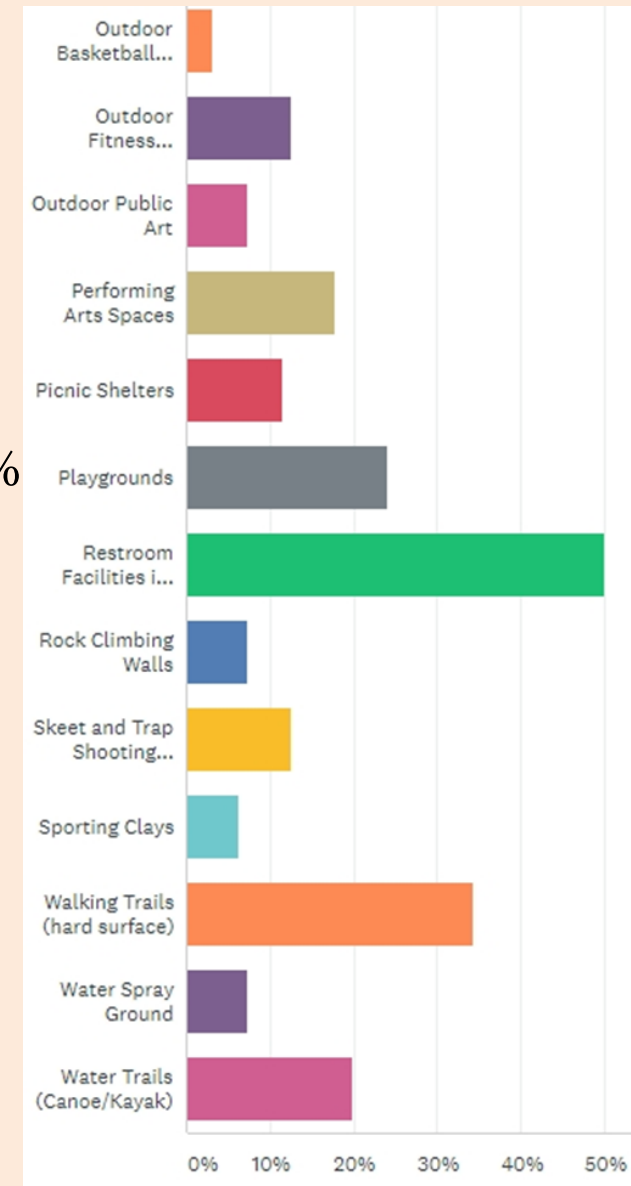
- \$38 Fix/repair/upgrade older parks
- \$33 Develop new walking/hiking/biking trails
- \$29 Develop new indoor recreational facilities



# What additional or new facilities are needed



- Restroom facilities 50%
- Trails (natural surface) 41%
- Artificial turf fields 41%  
(15% in random survey)
- Trails (hard surface) 39%
- Indoor walking/track facility 35%
- Indoor aquatic facility 32%
- Athletic fields 31%  
(11% in random survey)
- Water trails 27%
- Outdoor adventure/zip line 27%
- Dog Parks 26%



# **Top 10 needs to support through CIP**

- Restrooms 44%
- Artificial turf fields 40% (16% in random survey)
- Trails (natural surface) 35%
- Trails (hard surface) 33%
- Natural areas/wildlife viewing 28% (41% in random survey)
- Athletic fields 28% (10% in random survey)
- Indoor walking/track facility 28% (41% in random survey)
- Indoor gym space
- Playgrounds
- Dog parks



## **Top land acquisition priorities**

- Land in areas that are underserved
- Land for new indoor recreational facility
- Land to develop new community parks with active & passive elements

## **How to fund parkland acquisition and development**

- 83% favored current practice of using combination of Program Open Space, Impact Fees and property tax dollars

## **What to focus on in the next 5 years**

- Enhance recreational amenities at existing parks
- Develop additional trails
- Acquire additional parkland and open space



# **Carroll County Community Event Center**



**Is there a need**

**Public Survey**

**80% yes**

**Random Survey**

**69% yes**

**What should be the focus of the facility**

- Mix of local and out of county use
- Primarily serve Carroll County residents
- Focus on tournaments and tourism

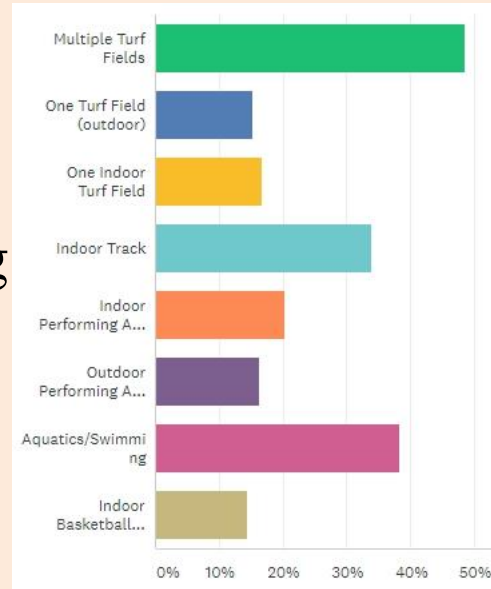
# What amenities should be included

## Public Survey

Multiple turf fields

Indoor aquatics/swimming

Indoor walking/track



## Random Survey

Indoor walking/track

Indoor aquatics/swimming

Multiple turf fields

Performing arts center

## How should capital development be funded

– 90% favor public private partnership

## How should operating costs be funded

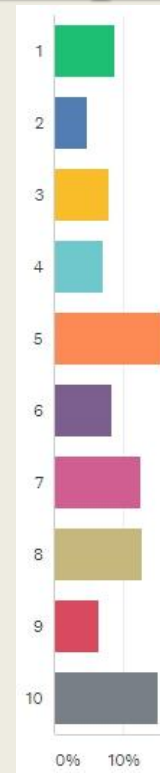
- 86% favor some user fees and some level of discounts for local users subsidized by local government funding
- In random survey, 21% favored user fee only to support operations

# **What is priority for Community Events Center vs. other Rec & Parks projects**

- 72% favored funding in addition to existing park capital projects
- 12% simply did not favor this type of project

## **What is priority vs. non Rec & Parks projects rated 1-10**

- 40% scored project 5,6,7
- 29% scored project 1,2,3,4
- 27% scored project 8,9,10





# Programming

## Quality of programs

- Majority rated excellent or good with higher % scores for excellent where staff operated (as opposed to recreation council)

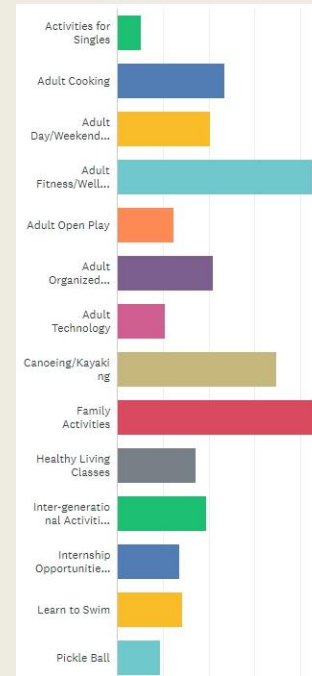
## What factors prevent participation

- Not enough time
- Don't know what programs are offered
- No obstacles – they participate



# What programs are needed

- Family activities 44%
- Adult fitness/wellness 43%
- Canoeing/Kayaking 35%
- Yoga 28%
- Walking groups 26%



# What are most requested EPIC programs

- Fitness/wellness 54%
- Walking groups 44%
- Adult day/weekend travel programs 40%
- 50+ sports leagues 35%
- Yoga 33%



# **General Feedback**

## **Importance of quality of life**

- 95% responded that quality of life is very important
- 43% strongly believe recreation & parks provides increased connectedness to community (46% somewhat agree)
- 57% strongly believe recreation & parks supports improved health and wellbeing (36% somewhat agree)
- 59% strongly believe recreation & parks plays an important role in quality of life (39% believe it has some impact)

## **Parks within 10-15 minute walk**

**73% No / 27% Yes**

## **How do you travel to park**

– 97% drive; 14% walk; 5% bike

## **How do you learn about activities**

- Word of mouth 49%
- Social media 41%
- Program guide emailed 39%
- Web site 35%

## **Charge higher program fees for out of county**

- Over 80% Yes

## **Summary and Takeaways**

- Community desires likely exceed the ability to fund
- Increased demand for passive activities consistent with changing demographics
- Significant differences between surveys on event center, turf field & athletic fields
- Need for improved marketing of services
- Current practice of maintaining existing infrastructure and meeting new needs consistent with public's desire
- Significant support for public private partnership as a way to fund community event center
- Strong desire for indoor track/walking facility and aquatic center
- Significant support for higher out-of-county program fees

## **What's next?**

- Recreation & Parks FY21 CIP process
- Program initiatives
- Review marketing efforts